

**DEVELOPMENT OF ONLINE ADVERTISING SYSTEM FOR
SUPPORTING TRAINING COURSE
(DOASFSTC)**

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**DEVELOPMENT OF ONLINE ADVERTISING SYSTEM FOR
SUPPORTING TRAINING COURSE
(DOASFSTC)**

A thesis submitted to the College of Arts and Sciences in Partial Fulfillment of the requirement
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By

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Abstract

Training Centers and individual Teachers are commonly advertised using the traditional way such as, TV, radio, E-mail, Newspapers, Billboards, and handbills. Advertisement through traditional way suffers from high cost, low availability; need, time consuming as well as limited to specific area. The objectives of this Project are to develop online Training Course Advertisement system to improve the Training Centers, and Private Teacher's Advertisement, and help Students to attend Training Courses held by the Training Centers, and help them communicate with Private Teachers easily, and quickly. The general Methodology is employed in this study, and system prototype is developed using the Rational Unified Process (RUB) method. The evaluation of the system usability and benefit is validated by the users of the system who are the managers of the Training Centers, Private Teachers, and Student. The evaluation of system Functionality is done through online Advertisement website experts. As a result, the online Training Course Advertisement system increased the efficiency of online Training Course Advertisement process, and facilitated the communication between Training Center managers and Private Teachers and Students.

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CHAPTER ONE

Introduction

1.0 Introduction

Advertising is way to communicate with the customer, and influence the customer to buy products, or concur with the political ideas. It displays products or services to the customers, and View the benefits the customers can gain from this products, or services. Usually advertisements aim to affect customer, or push him to buy product, or agree in idea or services. Commercial advertisers attempt to make strong relationship with the customers, using branding, which is an image or name related to the products. In order to keep customer remember the product through this brand name.

Various ways are used to advertise such as, TV, radio, E-mail, Newspapers, Billboards , handbills, wall paintings, mobile telephone screens, shopping carts, bus stop benches, town criers, Magazine, Internet and much other way to advertise. One of the most used advertisement media is the internet Online advertisement is using the World Wide Web to attract customer to buy products, or agree in idea, or services. Various ways to advertise using the internet like using the search engine, banner advertisements, rich media advertisements, online classified advertising, social network advertising, e-mail marketing, and e-mail spam (online advertisements, 2010).

Advertisements are designed for diverse reasons, and diverse product. One of the purposes of the Advertisement that will be discussed in this research, the training course and Private Teacher Advertisements in Malaysia .Which still use the traditional way to advertise such as, handbills, newspapers, TV, E-mail, wall painting, radio, and other ways that mentioned above.

The contents of
the thesis is for
internal user
only

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